

1/8

FIG. 1

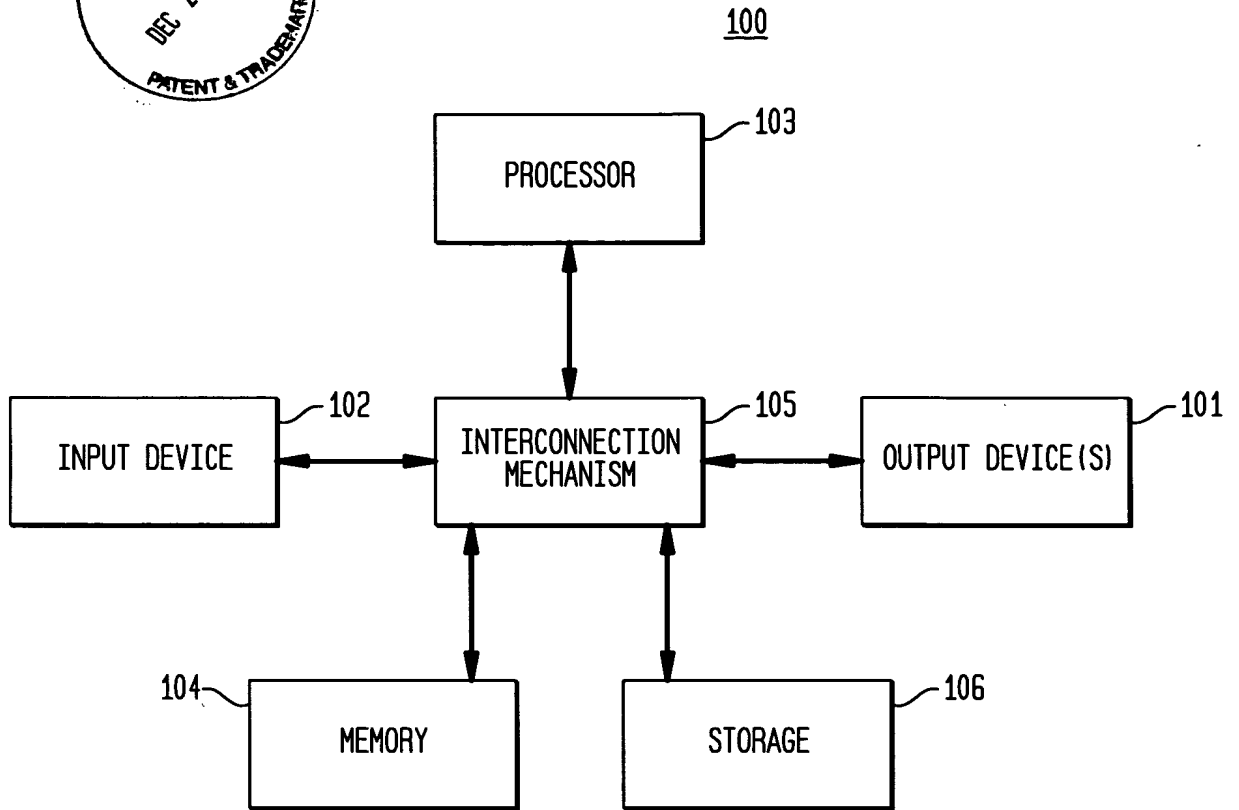


FIG. 2

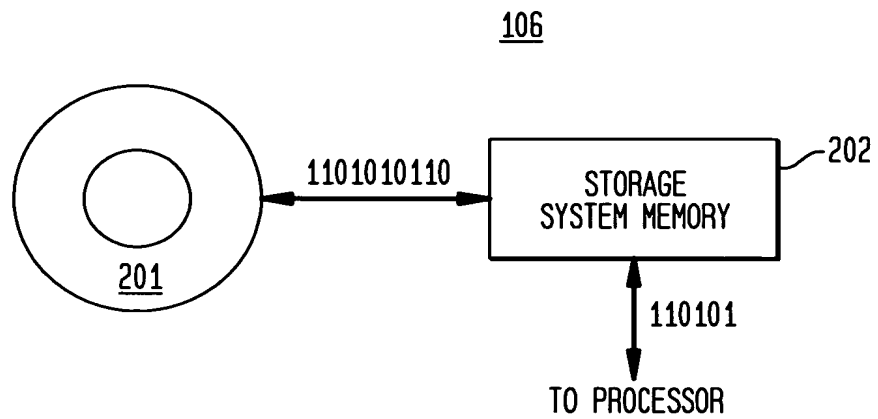


FIG. 3

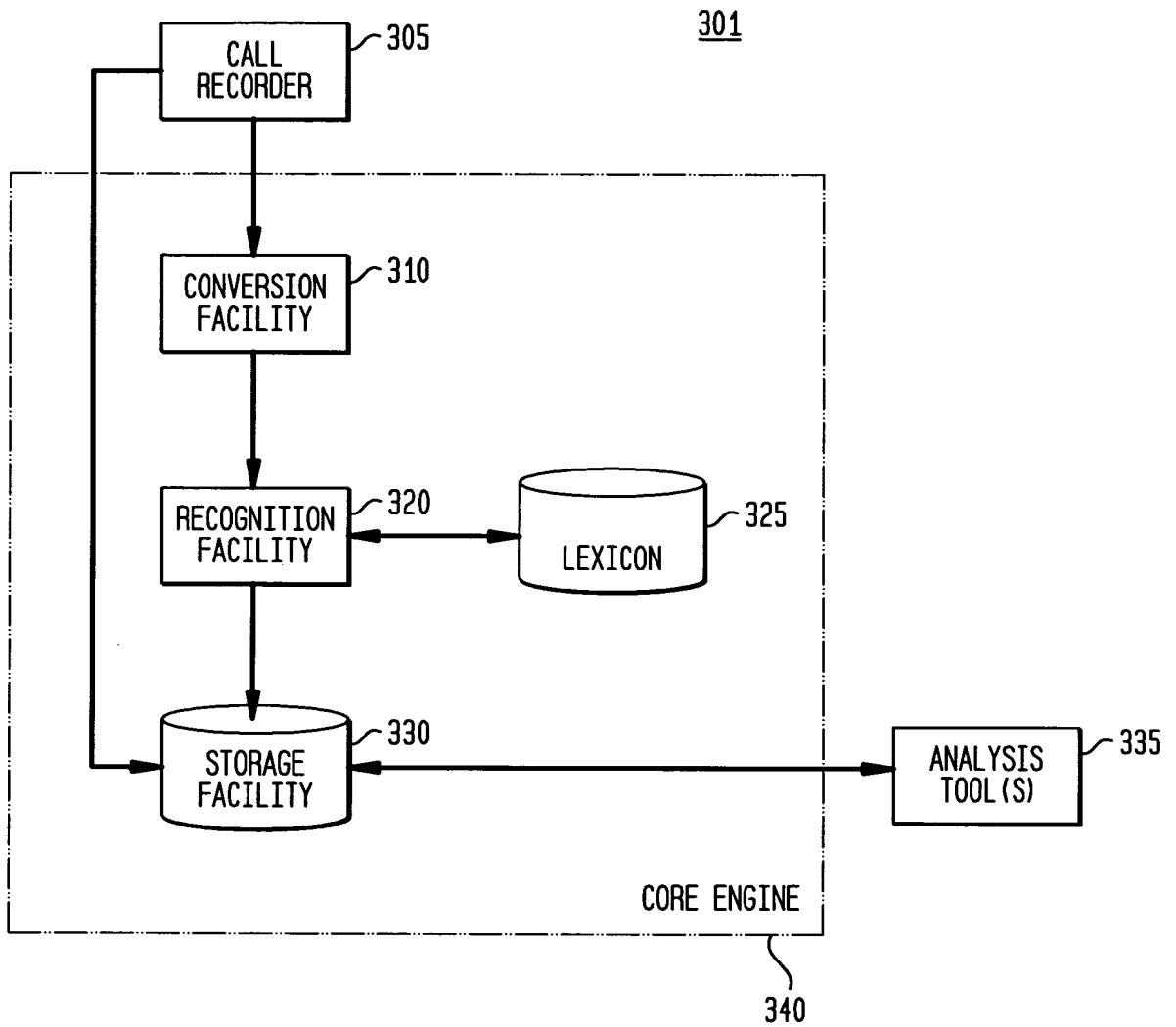


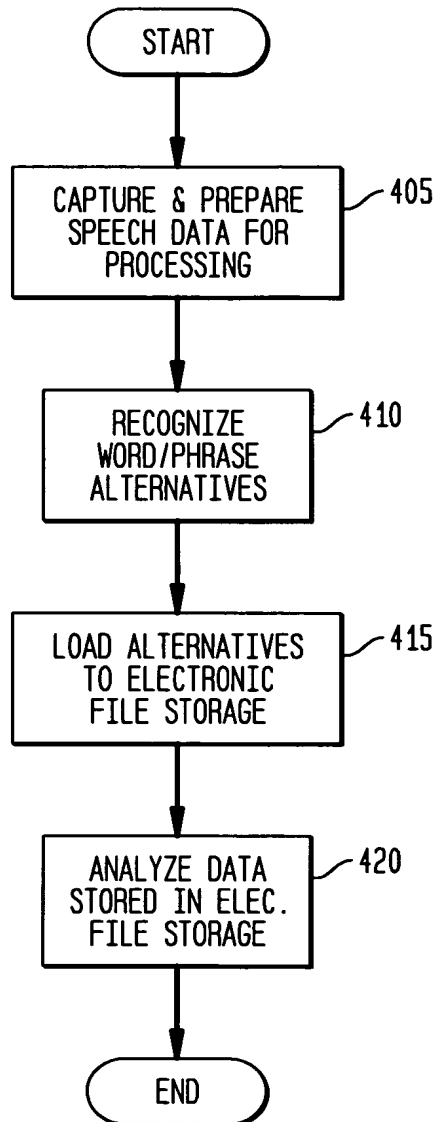
FIG. 4

FIG. 5

500

510

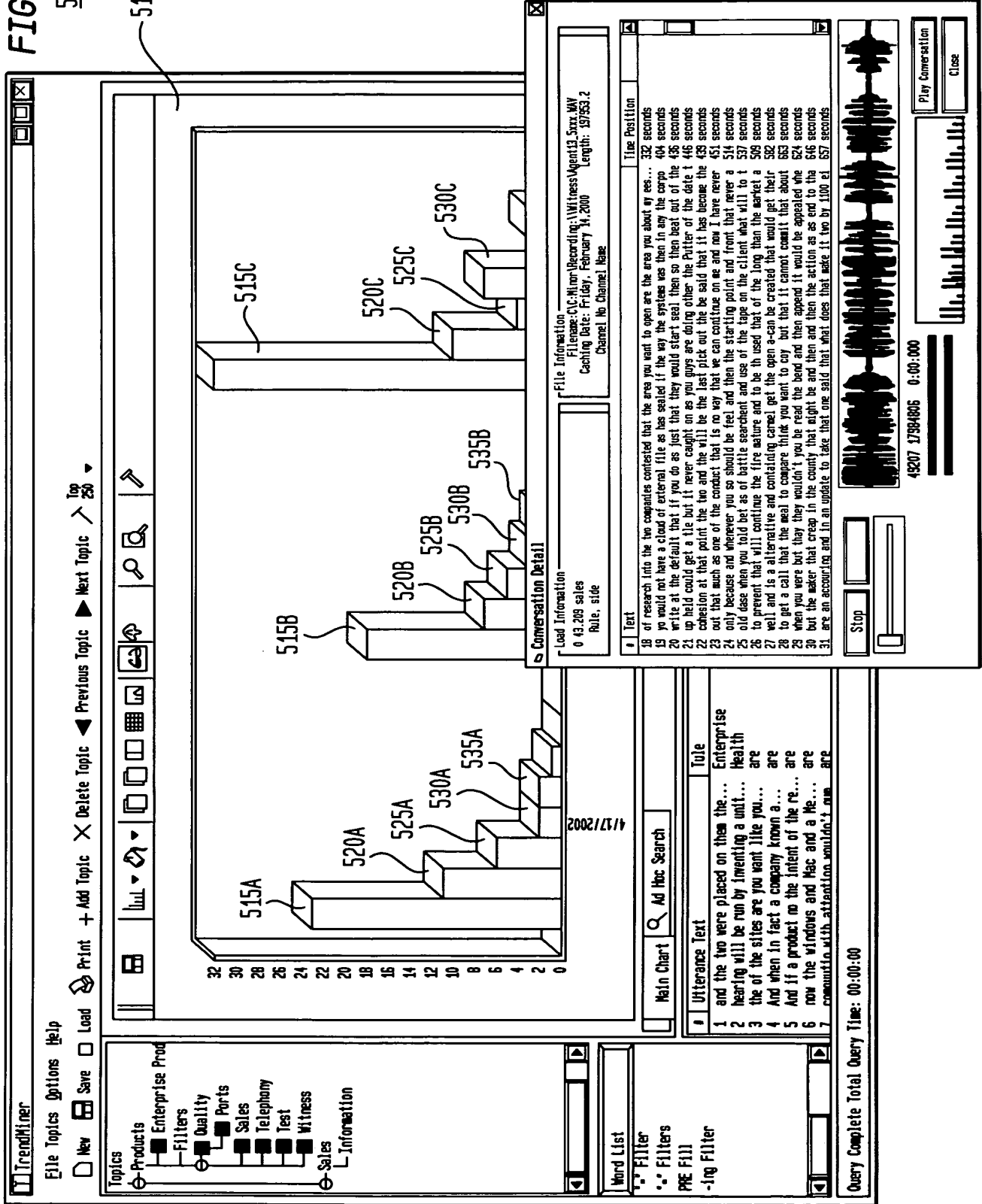


FIG. 6

600 615

Define Scores and Segmentations

Scores

- ☐ A+ Observation Form
- ☐ A+ Verification
- ☐ ? Identified Sell
- ☐ ? Closing - Branded
- ☐ ? Access Permitted
- ☐ ? Verified Addresses

Segmentations

- ☐ Mix Report
- ☐ Sales Calls
- ☐ Sale Made

A+ Scores **? Questions** **Segmentations** **Buckets** **Patterns** **Options**

ID: 4
Bucket Name: Sale Made

Threshold: 1.0

Evaluate this Bucket if the Following Bucket is Satisfied

<None Selected>

Patterns

Name: 631

Regular Expression: 633

Weighting: 0.0

Add Pattern: 635

Remove Pattern: 637

640A

Name	Regular Expression	Weighting
mastercard	mastercard	.7
Expiration	expiration	.8
Credit Card	credit card	.4
CT Please	credit card number please	1.0
book flight	book \w{0,3}flight	1.0

640B

640

Save Bucket: 651

Reset: 653

0%

FIG. 7

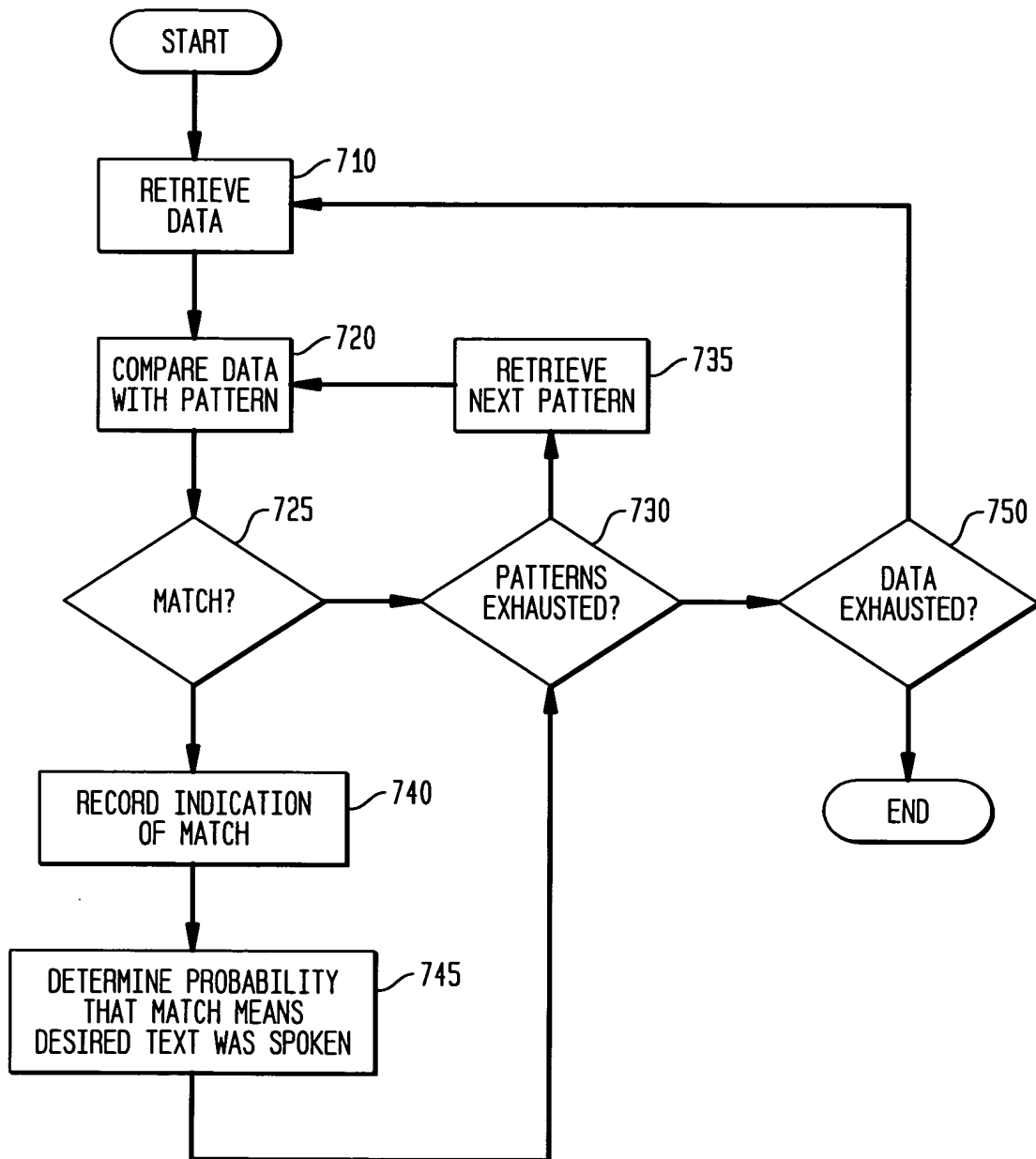


FIG. 8

800

801

Microsoft Office Excel 2003 Beta - Call Mix-June03.xls

NextPreviousZoomPrintSetup...MarginsPage Book PreviewCloseHelp

Continental Airlines
International Call Mix Survey
Jun-03

SALES CALLS

POTENTIAL SALE

Sale Made

Sale Not Made

Sales Subtotal

TICKETING

E-TKT Accepted

E-TKT Declined

E-TKT Not Offered

E-TKT Not Applicable

TBM/TBE Offered

SALES PERFORMANCE

% of Sales Opportunities

% of Booking vs. Opportunities

% of Bookings vs. TTL Sample

REWARD RESERVATIONS

REWARD BOOKING

Sale Made

Sale Not Made

Reward Subtotal

REWARD TICKETING

E-TKT Accepted

E-TKT Declined

E-TKT Not Offered

E-TKT Not Applicable

TBM/TBE Offered

REWARD SALES PERFORMANCE

% of Reward Opportunities

INFORMATION CALLS

Fifo

Modification Cancellation

Reconfirmation

Seat Assignment

Ticketing

OnePass Other

Upgrades

Receipt Request

Travel Agency

Policy and Procedures

Other

Info Subtotal

TOTAL CALLS MONTH ORED

Total

	NHC	SLC	TPA	System Total				
Sale Made	0	NA	75	49.02%	29	42.65%	104	47.00%
Sale Not Made	0	NA	78	50.98%	39	57.35%	117	52.84%
Sales Subtotal	0				58		2.21	
E-TKT Accepted	0	NA	19	25.33%	3	10.34%	22	21.15%
E-TKT Declined	0	NA	42	50.00%	5	17.24%	47	45.38%
E-TKT Not Offered	0	NA	0	8.00%	3	10.34%	9	3.65%
E-TKT Not Applicable	0	NA	5	0.07%	1	3.45%	6	5.77%
TBM/TBE Offered	0	NA	0	NA	0	NA	0	NA
% of Sales Opportunities		NA		23.79%		38.58%		21.17%
% of Booking vs. Opportunities		NA		49.02%		42.63%		47.00%
% of Bookings vs. TTL Sample		NA		11.55%		7.23%		3.95%
Sale Made	0	NA	35	72.92%	10	55.53%	45	65.15%
Sale Not Made	0	NA	13	27.06%	8	44.44%	21	31.32%
Reward Subtotal	0						68	
E-TKT Accepted	0	NA	10	22.67%	0	NA	10	22.22%
E-TKT Declined	0	NA	21	60.00%	3	10.00%	34	53.33%
E-TKT Not Offered	0	NA	1	2.38%	0	NA	1	2.22%
E-TKT Not Applicable	0	NA	1	2.53%	4	40.00%	5	11.11%
TBM/TBE Offered	0	NA	1	2.69%	1	10.00%	2	4.44%
% of Reward Opportunities		NA		7.47%		4.48%		0.32%
Fifo	0	NA	22	3.42%	20	4.59%	42	4.02%
Modification Cancellation	0	NA	119	18.51%	69	17.21%	185	18.01%
Reconfirmation	0	NA	64	9.58%	68	14.45%	122	11.09%
Seat Assignment	0	NA	18	2.43%	18	3.99%	32	3.07%
Ticketing	0	NA	42	5.53%	23	8.68%	70	6.70%
OnePass Other	0	NA	23	3.89%	18	4.49%	43	4.12%
Upgrades	0	NA	41	6.38%	18	4.43%	59	5.55%
Receipt Request	0	NA	24	3.75%	12	2.99%	36	3.45%
Travel Agency	0	NA	19	2.85%	7	1.78%	25	1.43%
Policy and Procedures	0	NA	35	5.81%	24	5.89%	62	5.24%
Other	0	NA	32	4.98%	45	11.22%	77	7.38%
Info Subtotal	0	NA	442	68.74%	315	13.44%	757	72.53%
TOTAL CALLS MONTH ORED	0							
Total	0		640		401		1044	

FIG. 9

